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U. S. Department of Agriculture

UNITED STATES DEPARTMENT OF AGRICULTURE
OFFICE OF INFORMATION
WASHINGTON

PUBLICATIONS
PRESS SERVICE
RADIO SERVICE

July 23, 1928.

MEMORANDUM FOR CHIEFS OF BUREAUS AND OFFICES:

A new and effective means of bringing the Department of Agriculture into intimate and fruitful relation with farmers is offered by the National Broadcasting Company and Montgomery, Ward & Company. The companies have concluded arrangements for a noon-hour program broadcast simultaneously through 16 of the most effective stations in the central time zone and have invited the Department to furnish 15 minutes daily of this program.

The companies defraying the broadcasting and wire expenses of the agricultural hook-up give the Department absolute control of one-third of the daily three-quarters of an hour for which the companies are spending a large sum, and place the contributions of the Department on the air through a Washington station so that Department workers may speak their messages direct.

The program will be broadcast on Monday, Tuesday, Wednesday, Thursday, and Friday of each week throughout the year, from 12 noon to 12:45 p.m. Central Standard Time.

Radio stations in the network for this broadcast are KYW, Chicago; KDKA, Pittsburgh; KSD or KWK, St. Louis; WHAS, Louisville; WSM, Nashville; WMC, Memphis; WSB, Atlanta; KVOO, Tulsa; WBAP, Fort Worth; WOAI, San Antonio; WDAF, Kansas City; WOW, Omaha; WHO, Des Moines; WOC, Davenport; KOA, Denver; WCCO or WRHM, Minneapolis.

The Department of Agriculture will be assigned the period from approximately 12:05 p.m. to 12:20 p.m. C. S. T. (1:05 p.m. to 1:20 p.m. E. S. T.)

While other features of the program than the Department of Agriculture's period will be transmitted from Chicago, the National Broadcasting Company and Montgomery, Ward & Company have made provision for the best available facilities to handle the Department's fifteen minuted direct from Washington. This arrangement makes possible the broadcast daily of talks by members of the Department's staff, thus giving the Department a personal entree into hundreds of thousands of farm homes.

The broadcasts will start September 15. In order to carry to farmers in the most useful way the knowledge of what the workers of the various branches of the service are doing to advance agricultural welfare it is necessary to outline at once the framework of an interesting and timely daily program.

To this end it is desirable that the several bureaus and offices submit outlines of the material which will be available for such a program and indicate the names of staff members who have experience in speaking, enthusiasm for raido presentation, and who will accept the opportunity to serve agriculture in this dramatic and useful way.

The following classes of material at once suggest themselves as suitable for presentation in the daily radio program.

1. Summaries of the chief markets each day.

2. Weather reports of an interpretive nature.

3. Announcements of plant and animal quarantines of general interest, each announcement containing an explanation of how the quarantine effects farmers and the reasons for its declaration.

4. Reports of progress in nation-wide campaigns for the control of plant and animal diseases and pests--for example, tuberculosis eradication, tick eradication, blister rust control, barberry eradication, corn borer control, etc.

5. Periodical statements from the men leading the government's efforts to introduce improved farm practices, such as the elimination of scrub bulls, swine sanitation, ton litter work, use of adapted varieties, seed treatment, dairy herd improvement associations, etc.

6. Brief digests of such important reports as the plant disease surveys of the Bureau of Plant Industry, the Insect Pest Surveys and the boll weevil emergence reports of the Bureau of Entomology.

7. Radio-eye views of the progress of research by the Department on important farm problems.

8. Summaries of the findings of State Agricultural Experiment Stations, and of foreign agricultural scientists on farm problems made by the editors of the Office of Experiment Stations.

9. The significant facts in new bulletins of the Department told by the authors of the bulletins at the time the bulletins are off the press.

10. Explanations by the chiefs of the divisions concerned or by the investigators of new studies which the Department is undertaking.

11. Explanations of the findings of surveys as they are completed and the announcements made by the specialists directing the surveys. These are surveys not made at regular intervals, as are those mentioned in 6.

12. Brief glimpses of the agricultural situation in foreign countries, and their bearings upon the farming industry of the United States given by department specialists returning from abroad.

13. Snapshots of the situation over the country in various lines of agriculture at appropriate times (the first of the year, for instance) by chiefs of bureaus and other executives and investigators.

This list does not, of course, exhaust the possibilities. You and the other members of your bureau will have many items to add to it. Will you not please set down other types of informational broadcasts and the names of members of your bureau staff who will be available from time to time throughout the year to speak to middle western and southern farmers?

Besides the talks given by members of the Department, it will be necessary to have a steady flow of "spot news" announcements of general and genuine interest to middlewestern and southern farmers. A good many of these cannot be foreseen--that is what makes them "spot" news. Others, such as periodical reports of various sorts, will be available at stated periods. It will be helpful to have indicated the number of character of such reports, and the approximate time of their release from each of the Department's bureaus and offices.

I should like to have, by September 1 at the latest, an outline of the part which each bureau is prepared to carry in the network broadcast. I bespeak for this new radio project the same splendid cooperation that you are giving to the other radio work of the Department. If you wish to discuss in further detail any part of the proposed program, I shall be glad to confer with you, upon my return early in August from a short field trip.

Sincerely yours,

Morse Salisbury

Morse Salisbury,
Chief of Radio Service.